

## **Happy New Year from Hawaii Tourism Asia!**

We would like to express our sincere appreciation for the support you have given to us during the year 2004. We are certain that we will be able to contribute more to Hawaii Tourism with your assistance and understanding and we are looking forward to working more closely with you in 2005.

## **Individual Media Visit – Tour De Monde from Korea (Nov. 30 ~ Dec. 9)**

**Hawaii Tourism Korea** arranged for a leading consumer travel magazine called Tour De Monde to visit Hawaii for a special editorial on Hawaii and the islands. About 30 pages will be allocated for Hawaii's resorts, golf courses and major tourist attractions. The publication will print this Hawaii Special Editorial in early January, and the coverage will exceed \$100,000 in ad value.

## **KBS TV <The World is Wide> (Dec. 13, 16)**

**Hawaii Tourism Korea's** PR director appeared on KBS' cultural TV program called <The World is Wide> to personally introduce Hawaii's Aloha Festival and various efforts to preserve Hawaii's natural environment. The TV show was divided into 2 parts and was broadcast on Dec. 13 and 16 on network television, totaling 30 minutes of exposure on Hawaii. The TV program generated over \$400,000 worth of ad value for Hawaii.

## **Golf Fam Tour from China (Dec 1-6)**

**Hawaii Tourism China** organized a Golf Themed Fam Tour with 3 top outbound travel agencies, 1 prestige golf club and 1 leading golf magazine. The group visited 4 golf courses on Oahu. Fam Tour members evaluated the Fam Tour as very successful and all agree that Hawaii has the world's most beautiful and advanced range of golf courses. As a result of this Fam trip, Fam Tour members are in the process of organizing golf groups from China.



Photo from right to left:

Mr. Li Ming, Deputy General Manager of Chinese Citizen Travel Service of SAT

Mr. Li Chao, Editor-in-Chief of Golf Magazine

Ms. Xu Kemin, Vice General Manager of Golden Holiday Travel

Mr. Zhang Dingfang, General Manager of Shanghai Shihua International Travel Service

Ms. Song Hui, President of Shanghai Gameway Sports Communication Co. Ltd.

Mr. David Sun, Marketing Manager of Hawaii Tourism China

## **DBEDT Trade and Investment Mission to Taiwan**

Hawaii Tourism Taiwan participated in the **DBEDT trade and investment mission** from Hawaii on Dec. 13. Hawaii Tourism Taiwan also met and assisted with DBEDT Arts, Film, and Entertainment Division's Mission to Taiwan on Dec. 14-15 to discuss plans for joint promotions in 2005.

## **Asia Promotional Opportunities**

### **KOREA**

- a) ABroad media visit (Jan. 10 ~ 17)
- b) Hawaii Korean Festival Celebrity Invitation (Jan. 12~17)
- c) SBS Network TV <Taste Vs. Taste> Shooting (Late February)
- d) Busan City Travel Agent FAM Tour (Feb/March 2005)

For more details and for participation, please contact Irene Lee of Hawaii Tourism Korea at: [irenelee@marketinggarden.com](mailto:irenelee@marketinggarden.com)

### **CHINA**

- a) Media Fam Trip (January 2005)
- b) World Travel Fair 2005 in Shanghai (January 20-23, 2005)

For more details and participation, please contact Tina Yao of Hawaii Tourism China at: [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)

### **TAIWAN & Other Asia**

- a) ELLE Magazine model photo shoot in Hawaii (Jan. 7-13)

For more details and participation, please contact Jemy See of Hawaii Tourism Taiwan at: [jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com)

## **Hawaii Tourism Asia Staff Fam Trip to Hawaii**

- a) Hawaii Tourism Asia is planning a staff Fam trip to Hawaii in February/March.

We appreciate your support for accommodations, transportations, meals, etc.

For more details and participation, please contact Masaki Sakamoto of Hawaii Tourism Asia at: [sakamoto@marketinggarden.com](mailto:sakamoto@marketinggarden.com)